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Niagara Falls  
Illustrated

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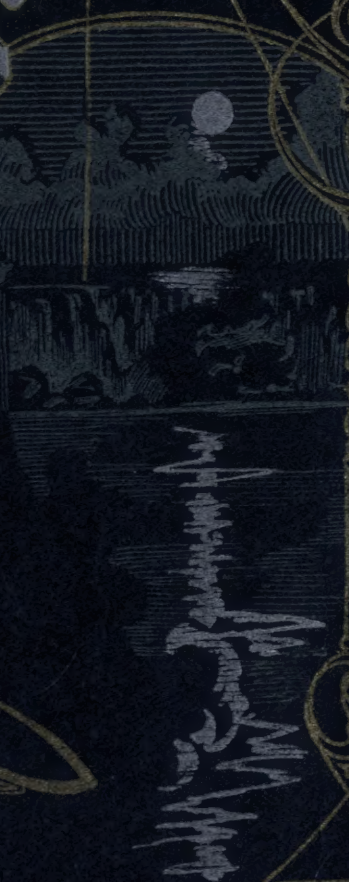


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INDUSTRIAL  
NIAGARA FALLS  
ILLUSTRATED.











PHOTOGRAPHS BY J. A. KOONZ  
ENGRAVINGS BY WILD & PHELLAS

The  
Gazette Press  
Niagara Falls  
New York

[1902]



# **Industrial    ♣   ♣ Niagara Falls**

**With Illustrations of  
all Important  
Industries**



**Engravings made from Original Photographs**

**"Electricity is King  
and Niagara is its Throne"**





General View of Niagara Falls



## The Power City

It has been said that this is the electrical age, in truth, it is only the dawn of the electrical age. The steam age is passing. The Pan-American Exposition marked a new era in electricity. Its light flashing, from the whirling dynamos at Niagara Falls, a distance of twenty miles, demonstrated to the world that man has at last successfully harnessed that great unchained giant, "The Niagara Cataract," and is now using its tremendous energies for the pleasure and benefit of the human race.

The marvelous illumination of the Buffalo Exposition, unrivaled since the world began, has furnished unmistakable evidence of Niagara's power. A power that is destined in the near future to be the great center of production for the necessities of the civilized world. When man controlled that force and utilized it for industrial purposes, the center of the greatest manufacturing activity of the North American Continent, if not in the world, was forever fixed. All eyes are turned to the City of Niagara Falls, picturing there the myriad activities that must be brought into life by the utilization of this marvelous power. Manufacturers counting closely the cost of production in these times of sharp competition, realize that the use of cheap Niagara Power will be an overpowering advantage. The rapid exhaustion of the natural gas supply of the United States, and of the coal fields of Europe is steadily increasing the cost of American coal. A new force was needed; it has been found at Niagara Falls. Here nature has provided a natural power house of practically unlimited capacity. The waters of half the continent, feeding lakes covering 84,000 square miles, equaling in shore line the entire United States coast, bordering on the Atlantic and Pacific Oceans—less two hundred miles, drain an area of more than double the size of Great Britain and Ireland, flow down through the chain of Great Lakes, a natural reservoir, unchangeable, exhaustless, with a level, substantially uniform in every season of the year. This tremendous volume of water rushing through the narrow channel of the Niagara River in its journey from Lake Erie to Lake Ontario, plunges downward a





Bird's-eye View of the City Looking North



## INDUSTRIAL NIAGARA FALLS

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distance of 365 feet without wasting a drop of Niagara's water; without consuming an atom of the world's store of fuel, power for individual uses will soon be wrested from the Cataract in sufficient amount to equal that of every pound that is now used to turn the machinery through the length and breadth of the whole State of New York.

The Niagara Falls Power Company, The Canadian Niagara Power Company, and the Hydraulic Power Company are rapidly developing 420,000 horse-power. When Lord Kelvin was at Niagara Falls he said: "I look forward to the time when the whole water from Lake Erie will find its way to the lower level of Lake Ontario through machinery, doing more good for the



**Gluck Building**

world than that great benefit which we now possess in the contemplation of the splendid scene now presented by the waterfalls of Niagara." Nothing ever before attempted or conceived in the way of mechanical engineering can be compared to the great Niagara development. Scientists estimate that not less than seven million horse-power can be developed from the great Cataract. Do you realize what this means? It means as much power as is now developed by the use of all the coal consumed in the entire world, a total of 200,000 tons per day; it means an unlimited power that will endure as long as the necessities of the human race, and can be produced at one-fourth the cost of

*INDUSTRIAL NIAGARA FALLS*

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**Falls Street Looking West**  
Showing entrance to Falls Street Depot, New York Central



**Falls Street Looking East**



## INDUSTRIAL NIAGARA FALLS

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coal. Conditions point unmistakably to the conclusion that, upon the shores of the beautiful Niagara, is to appear the greatest industrial development the world ever saw. It must come, because that territory holds in an extraordinary degree the ripe conditions for industrial development. Inquire into the facts—it is easy to analyze them. There is to be an unlimited amount of very cheap power just where the raw material for manufacturing can be more easily gathered together than anywhere else; as an example, wheat is being transported from Chicago to this port for one cent per bushel. Cheap power has



**Electric City Bank Building**  
Corner First and Falls Streets

ever been the greatest, most enduring element in the growth of the industrial community.

The doors of the temple of electrical marvels are just opening, and we are upon the threshold, dimly comprehending. The world is in a blaze of electrical glory, rivaling the sunlight; and yet the electric light is little more than a score of years old. Electric power is still in its infancy. People fly hither and thither borne by a power unseen. Houses on the Power Company's



**Tenth Street Depot, New York Central**



**New York Central North End Yards**



property are being fitted up for the purpose of heating, lighting and cooking by the same subtle power; and when the nearly half-million horse-power is all utilized, as much more, or as much as may be demanded by the needs of the future generations, may be wrested from that great storehouse of power. Up to the age of the utilization of electricity it was not feasible to utilize the power of Niagara Falls.



**Pletcher Block**

Main Street near Ontario Avenue

How long have we had electrical wonders? Any schoolboy can remember when they were not. Look back a few years, then forward, and gauge the future by the past, then long for life beyond our natural years to see what is now held in the womb of the undiscovered. We are coming into the white light of the world's greatest progress. The youths of today who are being educated in electricity are pointing the way to still greater wonders.

## INDUSTRIAL NIAGARA FALLS

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Now, mark; we in Niagara Falls are the center of the great theater of electrical development. We head the procession that is to enter the temple of wonders. To us will continue to come the world's brightest minds, the keen, inventive faculties that are laying bare the secrets of the subtle force of the atmosphere; here they will find the broadest, most prolific field of operations, From this, the foundation head, will go forth news of inventions and applications of mechanical and electrical science that will astound the world.



**Arcade Building**

Power contracts at Niagara Falls have been made upon a basis as low as one cent per horse-power for ten hours' service, when used night and day. What will be accomplished in the city of Niagara Falls with such increased advantages? Niagara's power will be more plentiful than the mind can grasp. The world has nowhere else a power to compare with it. How many can, off-hand, tell what a horse-power means? It means a force sufficient to lift 33,000 pounds one foot per minute. Each 100,000 horse-power developed



will be a force sufficient to lift 3,300,000,000 pounds one foot per minute. Such force is scarcely comprehensible, but the results can be comprehended.

### **The Old Niagara Falls**

Ten years ago Niagara Falls was only a sleepy village of five thousand people, clustered around the edge of the Great Cataract with a population made up largely of hotel and boarding-house keepers, and other caterers to the thousands of tourists who annually visited this resort. Visitors came and gazed in awe-struck wonder at this demonstration of nature's power, clothed



**Armory of the Forty-Second Separate Company  
N. G. N. Y.**

in majesty and beauty. The falls thrilled the observer with a sense of exhaustless energy. The imaginations of the world's greatest engineers were fascinated by the apparently unsolvable problem of the utilization of this tremendous power.

In 1861 a canal was built through the village of Niagara Falls, beginning at the river above the falls and reaching across the town to the edge of the Gorge. This canal was 36 feet wide and 8 feet deep. In 1887 the canal was purchased by Jacob F. Schoellkopf and Abram Chesbrough who organized The Niagara Falls Hydraulic Power and Manufacturing Company, of which



**Jefferson Avenue near Second Street**



**Main Street near Pine Avenue**



Mr. Jacob F. Schoellkopf was President up to the time of his death, September 15, 1899, after which Geo. B. Matlews became President and Arthur Schoellkopf, Secretary and Treasurer; with these gentlemen, W. D. Olmsted, J. F. Schoellkopf, Jr. and John L. Romer constitute the board of directors. This enterprise was the beginning of the great development which was destined to evolutionize the quiet village into a great manufacturing city.

### **The New Niagara Falls**

*The following facts have been compiled by a committee of business men in answer to the many inquiries that are made concerning Niagara's Power Development, and the advantages she offers to manufacturers and investors :*



**Buffalo Avenue near Fourth Street**

### **Location**

Niagara will, on the completion of her docks, etc., be the eastern terminus of 3,600 miles of navigable shore lines, bordered by lands unequaled in their wealth of mines and soil, at the head of the Erie Canal that joins the Lakes to the Atlantic, in the midst of the greatest concentration of trunk railroads in the United States, and at the greatest trans-shipment point of raw material in America. Where else could Niagara Falls be placed and do so great service to mankind by having her waters converted into power for their use? What will

*INDUSTRIAL NIAGARA FALLS*

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**Buffalo Avenue near First Street**



**Main Street Looking South**



be the result of bringing together such an unprecedented amount of cheap power and raw material at the best distributing point to the great American and Canadian markets?

### Power

Two great Power Companies have developed, and are supplying today 80,000 horse-power, and are both increasing their plant at the present time to develop 120,000 additional. The Niagara Falls Power Co. represent New York City capital. Its directors are Edward D. Adams, President of the Chicago Terminal Transfer Co., and representative in the United



View of the High Bank in 1860. THE NIAGARA FALLS  
HYDRAULIC POWER AND MANUFACTURING CO.



View of the High Bank in 1901, showing Power House and operative plants of  
THE NIAGARA FALLS HYDRAULIC POWER AND MANUFACTURING CO.

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States of the Deutsche Bank of Berlin; John Jacob Astor, Geo. S. Bowdoin, of the firm of J. P. Morgan & Co.; Charles F. Clark, President of Bradstreet's; Chas. Lanier, of Winslow, Lanier & Co.; Joseph Larocque, attorney; D. O. Mills, President International Paper Co., and capitalist; Francis Lynde Stetson, attorney; F. W. Whitridge, banker; Edward A. Wickes, President The Broadway and 7th Avenue R. R. Co., all of New York, and Wm. B. Rankine of Niagara Falls, Daniel O'Day, Standard Oil magnate, Victor Morawetz, attorney. Its executive officers are: D. O. Mills, President; Edward A. Wickes, 1st Vice-President; W. B. Rankine, 2d Vice-President and Treasurer; F. L. Lovelace, Secretary, and W. Paxton Little, Assistant Secretary and Assistant Treasurer. This Company is now at work



**Port Day**

Entrance to the Hydraulic Canal of THE NIAGARA FALLS HYDRAULIC POWER AND MANUFACTURING CO.

on a second installation of 55,000 horse-power, which will be completed within six months. The Niagara Falls Hydraulic Power and Manufacturing Co. has installed and in use 35,000 horse-power, and is pushing forward the work now which will furnish 65,000 additional. Both companies have ample capital, and represent an *investment of \$20,000,000.*

### **Cost of Power**

This power is being contracted for at from \$8 to \$25 per horse-power per year of 365 days, counting 24 hours per day for hydraulic and electric power,



while the average cost of steam power (U. S. Census) is \$36 per horse-power per year of 313 days, counting 10 hours per day. Therefore the cost of steam power on the basis of 365 days per year, counting 24 hours per day, would be \$86.40 per horse-power. As an example of the saving by Niagara Power, we give the International Paper Co., now running here, having contracted for 8,000

horse-power, including 12 acres of ground, at \$9 per horse-power, or \$54,000 per year. It would cost by steam power \$518,400 per year, a saving of \$464,400 in favor of our cheap power here. Another example is The Pittsburgh Reduction Company, which controls the aluminum industry of the country, having contracted for 6,500 horse-power, including two acres of ground; this company left Pittsburg, where coal was to be had at 68 cents per ton, and came here to get the benefit of our cheaper power. Many manufacturers can here save enough on power in one year to pay for building and cost of moving. Both of the plants above mentioned have *doubled their*

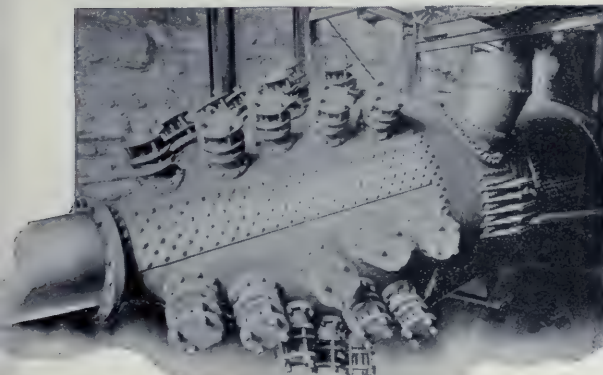
*capacity*. What better evidence could be had of the successful operation of factories located here?

## The Niagara Falls Power Company

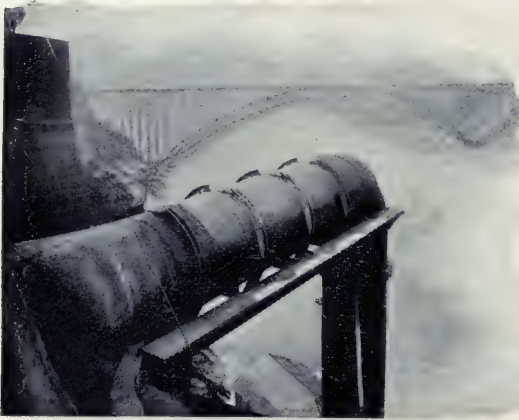
On the American shore of the Niagara River above the Falls are situated the two wheel pits and the power house of The Niagara Falls Power Company. Each of the wheel pits is substantially 180 feet in



Part of the interior of 30,000 H. P. Power House. THE NIAGARA FALLS HYDRAULIC POWER AND MANUFACTURING CO.



Relief valves at end of Penstocks under 210-foot head. THE NIAGARA FALLS HYDRAULIC POWER AND MANUFACTURING CO.

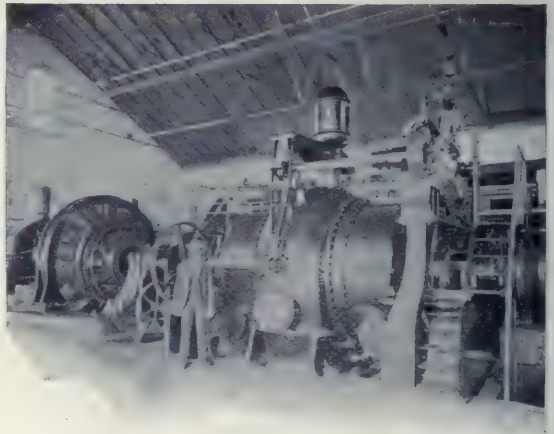


Top section of Penstock No. 3, leading to the Power House. This penstock has the greatest power capacity of any in the world, being 11 feet in diameter under a head of 210 feet with a capacity of 10,000 horse-power. THE NIAGARA FALLS HYDRAULIC POWER AND MANUFACTURING CO.

depth, 20 feet wide, and 463 feet long, excavated through solid rock. Both discharge to the lower level of the river at a point a few hundred feet below the falls, through the same 21-foot tunnel, one and one-third miles in length and extending under the City at a depth of about 200 feet. Under its charter The Niagara Falls Power Company has the right to take sufficient water from the

upper river to produce 200,000 horse-power. This completed inlet canal and tunnel now have a capacity to deliver and discharge sufficient water, to develop at the available head, 120,000 horse-power. The first power station of the company is built of gray limestone, and is 437 feet by 70 feet with a wing for offices.

In this station is now installed ten dynamos of 5,000 horse-power, each generating two-phase alternating current at a pressure of 2,200 volts. In order to be entirely independent one with another each dynamo is driven by a separate turbine. These turbines are located at the bottom of the wheelpit and are fed by water falling



Wheel No. 8 and Generator No. 5 in 30,000 H. P. Power House. The generator shown here has the largest direct current of any in existence, having a capacity of 5,000 amperes. THE NIAGARA FALLS HYDRAULIC POWER AND MANUFACTURING CO.



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through ten pipes or penstocks. From the turbines a vertical steel shaft extends upward to the dynamos.

This Company has purchased and now owns 1,563 acres ( $2\frac{1}{2}$  square miles) of land, which they reserve for manufacturing purposes. They have built a railway system which connects every factory door with all trunk lines and docks. They have contracted with many manufacturers for power, and have numerous applications on file for power to be used here. Many important interests are now figuring on a power supply and undoubtedly will locate in the near future.



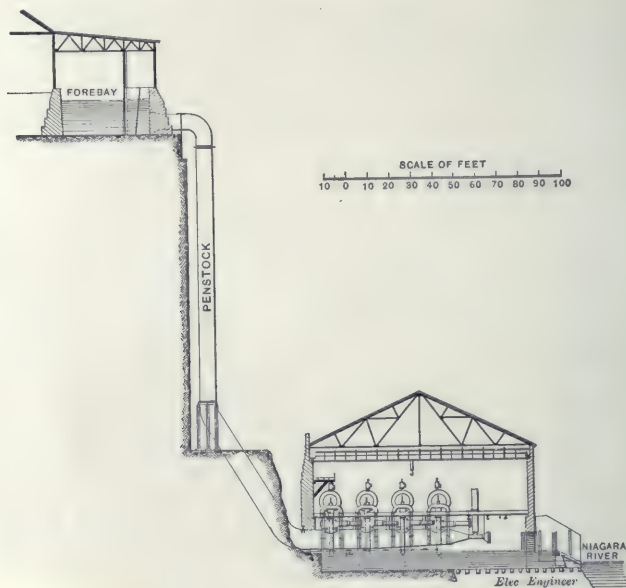
A portion of the Hydraulic Canal looking West from the New York Central Bridge.  
THE NIAGARA FALLS HYDRAULIC POWER AND MANUFACTURING CO.

### The Canadian Tunnel

On the Canadian side the same capitalists who compose The Niagara Falls Power Co. own the franchise to develop 250,000 horse-power, the preliminary work on which has been commenced. For this right they have paid the Canadian Park Commission \$25,000 per year. Other strong capitalists have still further concessions fully established by grant of the Dominion Government which will ensure at least 200,000 horse-power additional.

### The Niagara Falls Hydraulic Power and Manufacturing Co.

This Company who now develop and sell 35,000 horse-power to various industries, recently obtained from New York State a new charter with rights to widen and deepen their intake canal to a uniform width of 100 feet and a mean depth of 14 feet, "drawing from Niagara River at Port Day the amount of water requisite to such capacity." This ensures 100,000 horse-power at least to this Company, and the work is now being vigorously pushed to that end. The Hydraulic Co. own its entire engineering plant for the work in hand—steam dredges, drills, channelling machines, etc., and does its own contract work of extension and installation.



Cross-section of the new 30,000 H. P. Power House. Wheels operated under a head of 210 feet. THE NIAGARA FALLS HYDRAULIC POWER AND MANUFACTURING CO.

In this plant the water is taken from the hydraulic basin at the edge of the Gorge, which is fed by the canal running through the city, in two open flumes to the forebay 30 feet wide, and 22 feet deep, built near the edge of the high bank. From this forebay the water is conducted to the power house, located at the foot of the cliff, by means of three penstock pipes, eleven feet in diameter and having a vertical fall of 210 feet. This plant consists of fourteen turbine wheels from 2,000 to 2,500 horse-power each, mounted on horizontal axes, with two-phase direct current generators coupled to each end.





### **The Yellow Cars**

Scene on The International Traction Company's  
Trolley line, operated by power from THE NIAGARA FALLS POWER COMPANY.

From these generators the current is conducted to the top of the bank by means of wires and aluminum bars built along the side of the penstock, and thence in underground subways to the various consumers.



Exterior view of Power House No. 1 of THE NIAGARA FALLS POWER COMPANY showing Power House and Bridge over which the current is carried in low voltage to be transformed for distribution. The building to the left is the Transformer House.

### **The Power will be Used at Niagara Falls**

Manufacturers wishing cheap power associated with the best shipping facilities must and will locate here where the power can be had at its minimum cost. Manufacturers are securing power cheaper in this city than the same power could be developed from coal, provided the coal was delivered to them free of cost. Electric power cannot be transmitted to other cities except at a great expense, and manufacturers here are now getting it for one-half its cost at twenty miles distant. The eight largest water-power cities in America, exclusive of Niagara, use but 85,725 horse-power. Work is now progressing



Interior view of Power House No. 1 of THE NIAGARA FALLS POWER COMPANY showing the ten dynamos with a total capacity of 50,000 H. P.

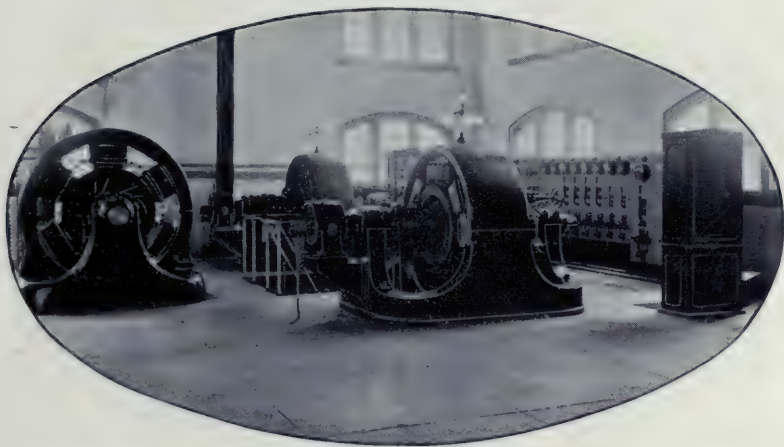
day and night at Niagara Falls on over 300,000 additional horse-power. The best-known financiers in the United States are devoting millions of dollars to the development of Niagara power.

Thomas A. Edison, the great electrician, recently said, "Niagara will be used to a great extent, but all locally. It will be the great electro-chemical center of the world." Niagara already leads all other cities in locating factories for the use of electricity, in the making of new products that have heretofore been beyond the power of the chemists. Niagara is today a great electro-chemical center. Here all the aluminum used in the United States is



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Street Railway Rotaries installed in Power House No. 1 of THE NIAGARA FALLS POWER COMPANY. These Rotaries operate the Local Street Railway System.



Interior view of the Transformer House of THE NIAGARA FALLS POWER COMPANY.

extracted, electrically, from Georgia clay. Camphor, equal to that produced from the gum trees of China, is made artificially; carborundum, an entirely new product, practically as hard as a diamond, was discovered and the entire product is made here. A new combination in steel is being made here direct from the ore. Niagara power is today being used in electrical furnaces at a temperature as high as 7,000 degrees of heat. From these furnaces, as from the wand of a magician, spring many new and wonderful products, such as carborundum and graphite, to supply the ever-increasing necessities of the human race.



Exterior view of the Filtration Plant of THE NIAGARA FALLS WATER WORKS COMPANY.

### **Shipping Facilities and Other Manufacturing Advantages**

Look at the map. All the trunk railway lines run to this city. It lies upon the shortest line between Chicago and the seaboard. You can ship to the West by five competing roads, to Boston by five, to New York by five. According to the U. S. Engineer's reports, by the expenditure of about \$200,000 the harbor can be made accessible to the largest lake vessels, and

the Government has already commenced this work, while the State and City have combined to make here the finest harbor and docks on the lake coasts. Lake Erie is only sixteen miles away; the Welland Canal can be reached from here direct by the Welland River. Manufacturers can obtain rates both by water and rail the same as from Buffalo. Among the roads which center here are the following: New York Central; Michigan Central; Lehigh Valley; Rome, Watertown & Ogdensburg; Erie; Grand Trunk; West Shore; Niagara Junction Railroad; Canadian Pacific; and Wabash Railroads, and Niagara & Lewiston, while a number of other roads run their freight and passenger trains in here, giving manufacturers the advantage of shipping by thirteen roads.



Interior view of the Filtration Plant of THE NIAGARA FALLS WATER WORKS COMPANY.

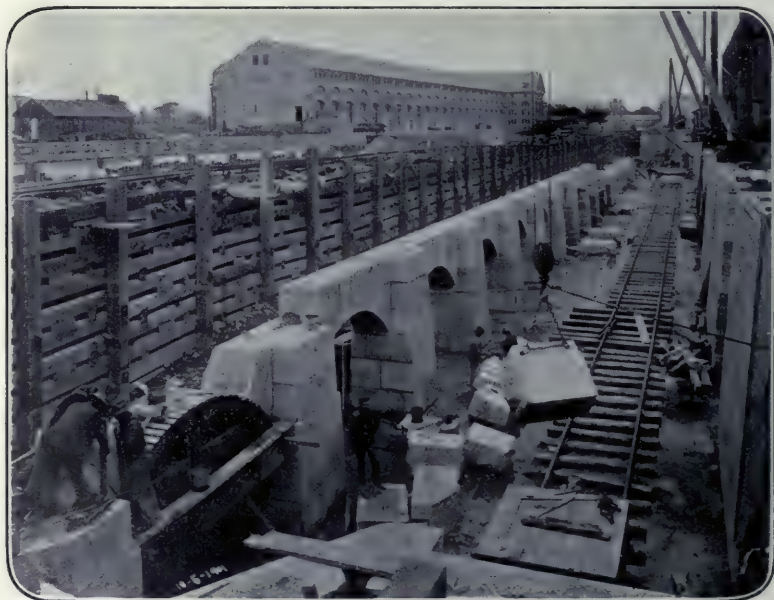
Niagara Falls offers the greatest inducements of any city in the world to manufacturers, business enterprises and investors. Behind the great developments are the two strongest power companies ever organized. Some of the largest manufacturing companies in the world have already contracted for power here. It is worthy of note that manufacturers locating here have, in all instances, been good solid enterprises. They have been successful beyond precedent, and have uniformly extended and increased their plants.



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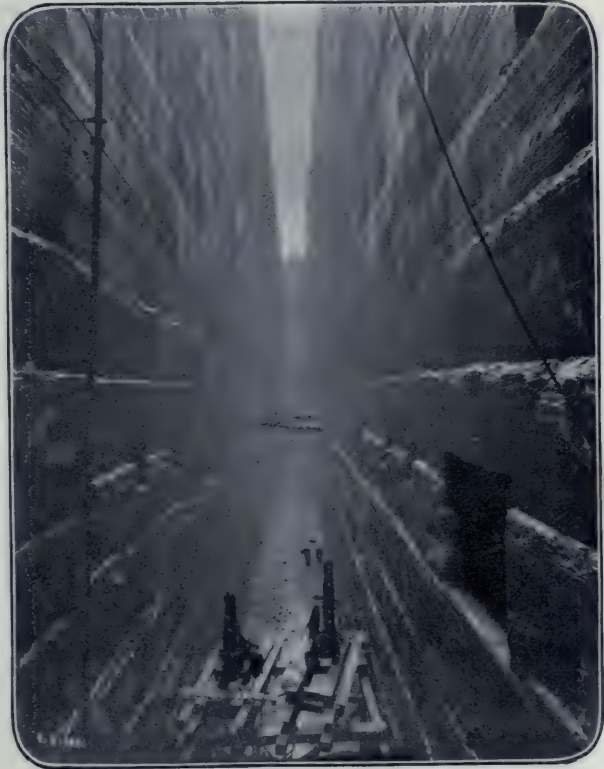
View of framework of Power House No. 2 of THE NIAGARA FALLS POWER COMPANY,  
now in course of construction.



Construction of Power House No. 2 of THE NIAGARA FALLS POWER COMPANY, showing  
Forebay Walls.

### Growth of the Lake Cities

The eight States bordering on our inland seas have a population of 33,000,000. There are 45,000,000 of people to feed and clothe within a radius of 500 miles of Niagara. The cities bordering on the lakes tributary to the Niagara River had, in 1870, 732,409 inhabitants; in 1880, 1,210,119 inhabitants; in 1890, 2,320,297 inhabitants; and in 1901, over 5,000,000 inhabitants.



Wheelplit Excavation for Power House No. 2 of THE NIAGARA FALLS POWER COMPANY, Looking South.



Corner Stone for the Power House of THE CANADIAN NIAGARA POWER COMPANY, now building in the Queen Victoria Niagara Falls Park, Niagara Falls, Ontario.

If the existence of these natural resources of the lake regions, with its transportation facilities, have added, and are still adding, so much to the commercial growth of these cities, what will be the result at Niagara, when to like advantages will be added *the largest and cheapest power development in the world.*



**The Natural Food Conservatory, NIAGARA FALLS, N. Y.**  
The finest industrial building in the world. The home of Shredded Wheat Biscuit.



### Inducements to Investors

"How shall I invest my money, or locate my factory, to obtain the best results?" Thousands are asking this question. Answer is found at the one point on the earth's surface where are joined Nature's most splendid contribution to man, and man's most brilliant achievements. When Nature provided a leap of one hundred and sixty-five feet for *all the water that flows down the Great Lakes*, she furnished the most stupendous water force in the world. From an engineering standpoint it is like an inexhaustible supply of ready-mined coal automatically feeding itself under a boiler.

Experience has shown that the growth and prosperity of a community is the surest index to a safe and profitable investment. Niagara has more than doubled her population during the past five years, the gain in 1900 being greater than in any previous year. Over 5,000 employees find steady work

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### Natural Food Conservatory

The beautiful structure of The Natural Food Company is located on Buffalo Avenue (occupying ten acres), in the finest residence portion of the city, with a frontage of 900 feet on the Niagara Rapids.

The plant consists of the main building, four hundred and sixty-three (463) feet long and sixty-six (66) feet wide, with four connecting portions. This united structure covers an area of fifty-five thousand six hundred and fifty-three (55,653) square feet, or a total of four million five hundred thousand (4,500,000) cubic feet—about 5½ acres floor space.

The center section, first in importance, and in itself a large building, contains the administrative and educational features. As one enters the Conservatory, he steps directly into a large foyer or reception room, from which may be taken one of the high speed electric elevators to the floors above.

The gallery around the foyer or reception room is taken up with offices, and the entire floor above is for the main offices of the Company.

On the fourth floor is a lecture hall with a seating capacity of 1,000, provided with all conveniences and modern appliances for demonstration work of the highest order.

On the fifth and top floor, a great airy room, commanding a delightful view of the Niagara River, there is a dining room, which will be perfectly equipped and so attractive in its fittings as to be decidedly stimulating to the appetite. This room is arranged for the noon eating room of the employees. Here each day the various workers will come to luncheon as guests of the Company. Skilled demonstrators will prepare and serve the mid-day meal to the employees.

The roof of the Administration Building will be converted into a beautiful and attractive roof garden, affording a picturesque view of the wonders of Niagara.

The frame of the building required three thousand tons of steel, which is covered with light, cream-colored brick. The interior is finished in Keene cement, painted with white enamel, requiring nearly thirty-five tons of paint. The building is heated and ventilated by the fan system, so that it will not be necessary to open windows in winter or summer. There are eight hundred and forty-four window openings, and all windows are double-glazed—to

CONTINUED ON NEXT PAGE



**The Pettebone-Cataract Paper Co.**

Manufacturers of news paper and ground wood pulp. Daily capacity, 25 tons of paper and 16 tons of ground wood pulp.

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**The Natural Food Conservatory—Continued.**

exclude dust and smoke—thirty thousand lights of glass being required and ten tons of putty used for glazing. The temperature is kept uniform in summer by means of bringing fresh air over cool water and distributing it throughout the building, and in winter by forcing fresh air through coils of steam pipe.

Elaborate lavatories, finished in marble and mosaic, are provided for the employees and fitted with shower and needle baths and hot and cold soft water, employees being allowed three hours per week for use of same.

The air in the Administration Building is changed every seven and one-half minutes, and throughout the main building every fifteen minutes. Electricity is used for power and lighting throughout, and in part for baking, supplied by The Niagara Falls Power Company. Each floor of the Administration Building is connected with the Conservatory proper. A special provision is made for visitors to see the process. Galleries are provided on the second and third floors; Shredded Whole Wheat will be served by means of a carrier system in the form of a miniature electric railway. Individual desks are so arranged that one may make a memorandum of luncheon from a menu card; push an electric button and the car in front of you starts on its way, and is returned in a remarkably short space of time with your order complete.

The Conservatory is open, free to the visiting public, during the usual business hours.

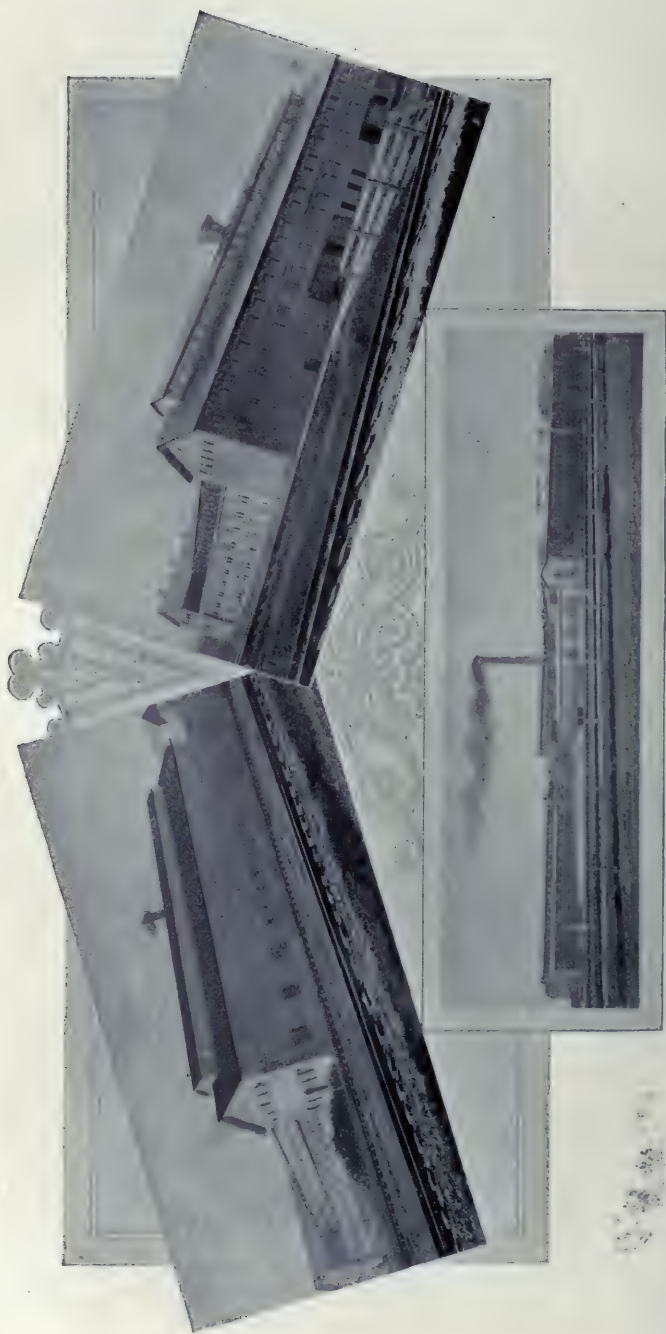


**Central Mill of the Niagara Falls Milling Co.**  
Millers of Minnesota Hard Spring Wheat. Daily capacity, 2,000 barrels.



**Niagara Mill of the Niagara Falls Milling Co.**  
Millers of Minnesota Hard Spring Wheat. Daily capacity. 2,000 barrels.





**Works of the Castner Electrolytic Alkali Co.**  
Manufacturers of Caustic Soda and Bleaching Powder.



**The Cliff Paper Co.**

Manufacturers of News Paper and Wood Pulp. Daily capacity, 60,000 pounds of news and 60,000 pounds of pulp.

acre which is now worth millions. The same opportunities exist today if men will use judgment and foresight to anticipate the conditions which make for values.

It will not do to wait until the full period of development and accomplished growth. "Time is the seedfield of the investor." Such well-known and sagacious business men as Andrew Carnegie, George Westinghouse, Jr., Senator Depew, A. J. Cassett, John J. Hill, are all on record publicly predicting for the Niagara frontier a tremendous future. The electrical engineers, such as Lord Kelvin, Herschell, Edison, Tesla and Thomson, regard the work accomplished as the most successful in the world—past all experimental stages, and of inestimable value to mankind.

With such a prospect certain, why need one hesitate to invest at such a situation? Well-selected property in a rapidly growing city is the safest of all

at good pay. The weekly pay-roll exceeds \$60,000 (\$10,000 per day), and the value of finished product, or work done, is annually over \$15,000,000. Building statistics show as high as \$2,000,000 added in a single year. This is made necessary each year to provide new factories, new homes and stores.

There is no surer way to make money than to invest in realty in growing and prosperous cities. The wisest man cannot gainsay experience. The greatest fortunes of today grew from the timely investment of a moderate sum in land in growing centers of population. A few years ago you could have bought land in the heart of Chicago for a few thousand dollars an

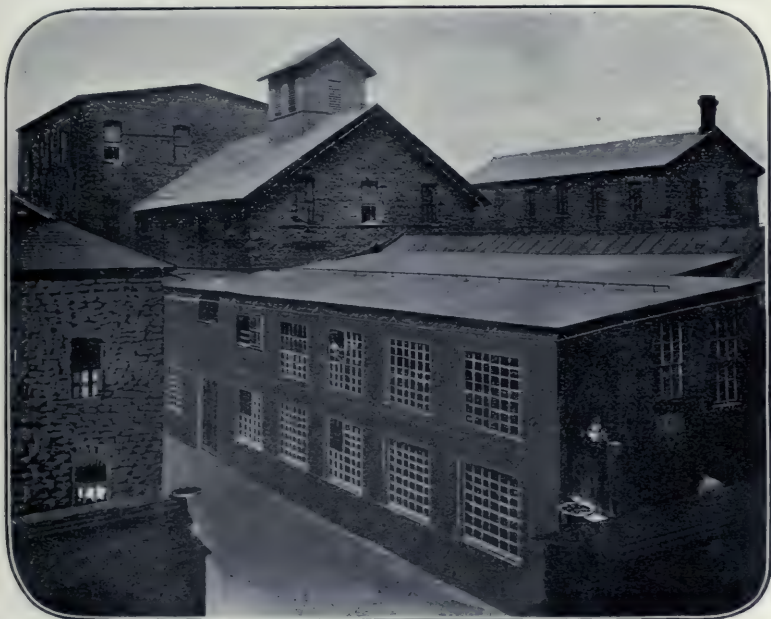


**Niagara Falls Factory and General Office of The Carborundum Company**  
 120,000 square feet of floor space. 2,000 Electrical Horse-Power continuously used. This company manufactures a line of abrasives for all purposes for which emery has been heretofore used.



*INDUSTRIAL NIAGARA FALLS*

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**Cataract City Milling Co.**

Millers of Minnesota Hard Spring Wheat. Daily capacity, 1,000 barrels.



**The National Paper Co.**

Manufacturers of High-Grade Papers.



**Works of the Union Carbide Co. at Niagara Falls, N. Y.**

Manufacturers of Calcium Carbide from which Acetylene Gas is generated. The Niagara Falls works occupy two large buildings covering an area of 200 x 880 feet. This company also have extensive works at Sault Ste. Marie, Mich., and have warehouses throughout the United States. General offices, New York and Chicago.

## INDUSTRIAL NIAGARA FALLS

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securities—it is an investment that a man controls himself. It is a rule that when a city doubles in population its real estate quadruples in value. Cheap power has never failed to build cities sufficiently large to utilize the amount of power available. A knowledge of where a city is to be extended ensures a safe and profitable field for investment. The land area at Niagara Falls is particularly circumscribed. The river turns abruptly at the Falls, limiting the land area to a quarter of a circle. Niagara Falls cannot grow except in one direction. No person who will study the situation in all its details will



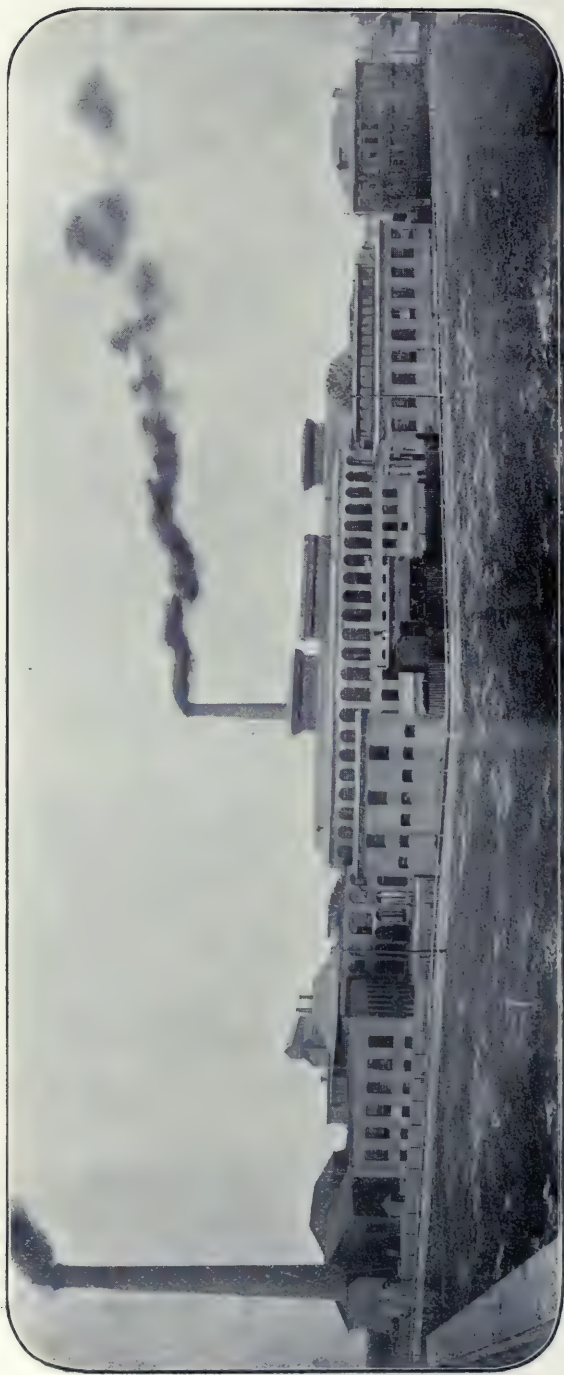
### **Francis Hook and Eye and Fastener Co.**

Manufacturers of Fine Hooks and Eyes and Snap Fasteners for Gloves, Dresses,  
Leather Goods, Etc.

fail to be convinced of the sure and certain character of its land values and their speedy enhancement.

The manufacturing establishments who use the power of Niagara are clean, without smoke, gas or ashes, and minus all care and expense of steam engineering plant, of equipment or maintenance. These plants engage from 50 to 500 employees each, steadily. Some of them work continuously night





**Works of The International Paper Co.**

**Manufacturers of Wood Pulp, Sulphite and News Paper, the daily capacity of News Paper alone, being 120 tons. The plant covers six acres and requires 10,000 Horse-Power to operate it. The general office is 30 Broad Street, New York.**

and day with three shifts—another advantage of continuous power service. Niagara power is better adapted to the use of manufacturers than any power supply hitherto developed by reason of its unlimited supply and unfailing quantity.



**The Carter-Crume Co., Limited**

Manufacturers of Counter Sales Checks of all kinds. Autographic Supplies and Registers. Bills of Lading and Manifold Order Blanks.

**Niagara as a City**

The growth of Niagara furnishes a "record," not a "prospectus." It is not a city yet to be builded. Its great industrial establishments stand as



**Oneida Community, Ltd.**

Manufacturers of Fine Silver-Plated Ware. Space occupied, 60,000 square feet. Output, 50,000 spoons daily. Hands employed, 300.



**Works of the Acker Process Co.**

Third Street and Walnut Avenue, New York Central Tracks. Manufacturers of Bleaching Powder and Caustic Soda.



**Norton Emery Wheel Co.**



Floor Space, 136,714 Square Feet. Offices and Works at Worcester, Mass., U. S. A. For the Manufacture of Emery and Corundum Wheels, Emery Wheel Machinery, India Oil Stones, Emery Specialties and Novelties, Walker Universal Tool and Cutter Grinder.



WORKS AT NIAGARA FALLS, N. Y.  
For the Manufacture of Artificial Abrasives.



**Works of the International Accheson Graphite Co.**

Manufacturers of Artificial Graphite in bulk and as Anodes, Electrodes and other articles. Business three years old, and now using 1,000 Electrical Horse-Power. Producing in 1901, over one thousand tons, one-half in Electrodes of which 40 per cent. was exported to Europe.



**Warehouses of Wm. S. Humbert, Incorporated**

Extensive dealers in Masons' Supplies. Office, Gluck Building, Niagara Falls.

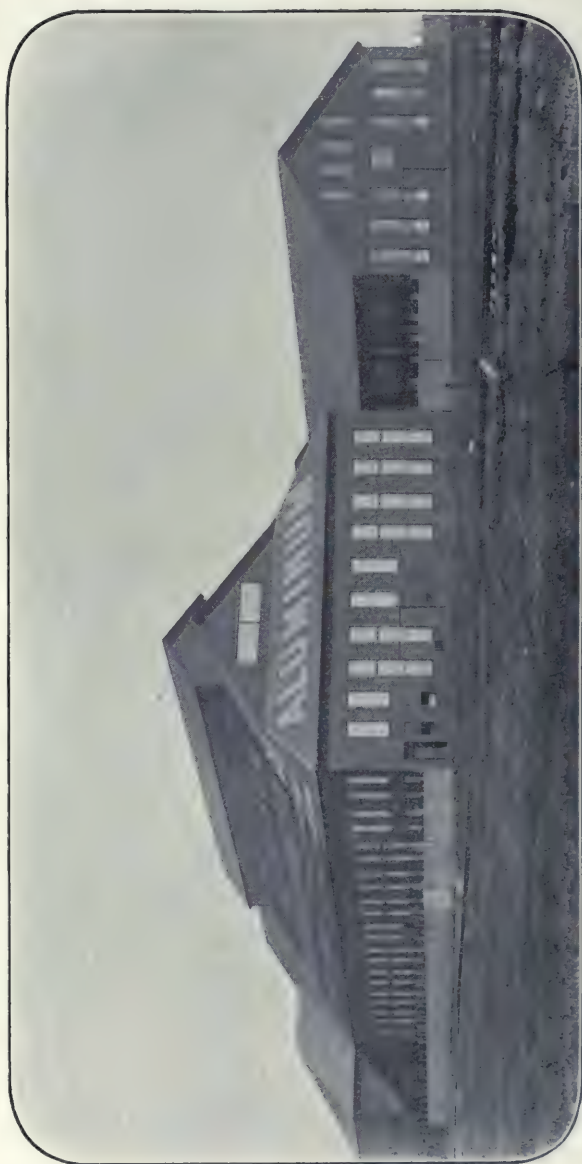
accomplished facts. Its ideal location and its growing commercial importance are obvious. A healthy and invigorating climate, great natural beauty, the finest park in the world supported by the State of New York, are among its attractions. It has six banks, fifteen churches, twenty-five miles of electric



**The Electro Lamp Co.**

Manufacturers of Acetylene Gas Portable Lamps and packers of Calcium Carbide for use in all portable acetylene gas lamps. General office, 45 Broadway, New York.





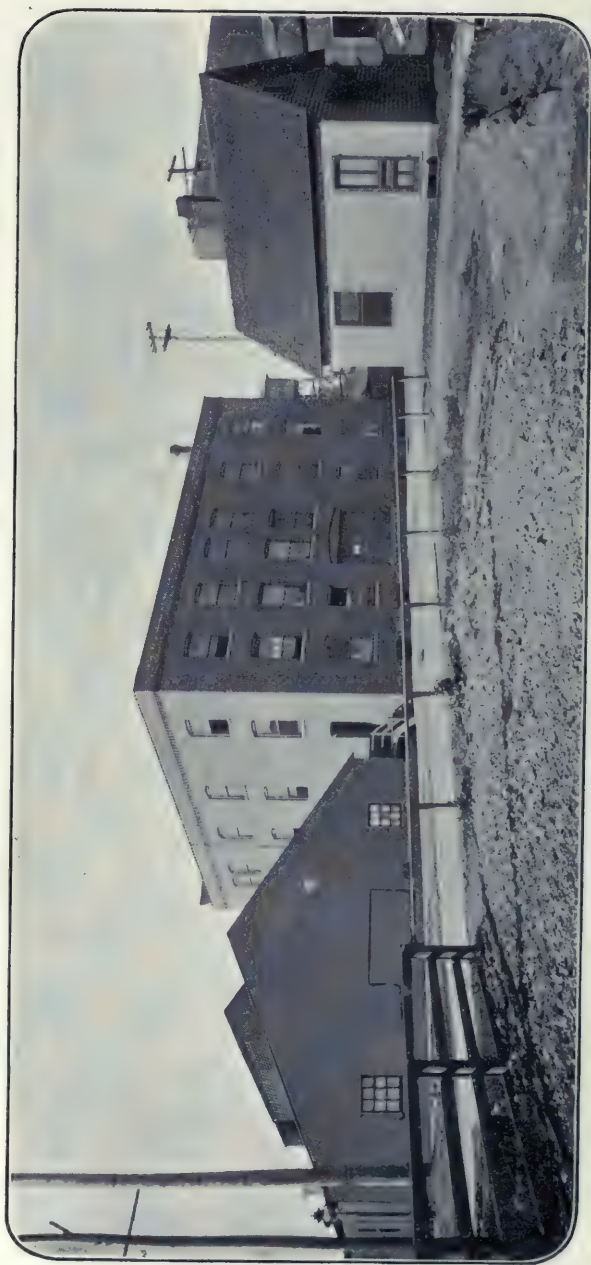
**Plant No. 1, The Pittsburgh Reduction Co.**  
Manufacturers of Aluminum.




**Plant No. 2, The Pittsburgh Reduction Co.**  
Manufacturers of Aluminum.



**Electrical Lead Reduction Company**  
Manufacturers of Litharge Chrome Yellow. This concern now occupy 9,600 feet of floor space and are making preparations to produce all Lead Oxides.



**The National Electrolytic Co.**  
Manufacturers of the  brand, Chlorate of Potash.



## INDUSTRIAL NIAGARA FALLS

street railway, and many more projected. It has a good system of water-works, well-paved streets, excellent sewerage. Its U. S. Customs receipts are sixth in amount in the country. It has a fine system of graded and high schools. The well-known DeVeaux College and Niagara University are located here. The assessed values of property here are on a basis of about one-third actual value of same. In 1895 the total assessment was \$10,425,-192, for 1899 \$15,469,522. Practically, this is entirely in new buildings and improvements, very little being added by the assessors to land values. The growth of the city in wealth and population will greatly increase from this



**YORK MILLS, ENGLAND**

**HEAD OFFICE AND WORKS FOR UNITED  
STATES, NIAGARA FALLS, N. Y.**

### **Works of Myers & Co.**

Sole manufacturers and proprietors of "MYERS' SPICE OF LIFE" for horses, cattle and poultry.

time forward. What city in the Union can show gains of 20 per cent. in a single year? Can an investment in Niagara be other than a certain thing where the largest manufacturers in the world are building. Where there is no doubt or question of transmitting power. Where lands are comparatively cheap, and must greatly increase in value. Should the average business man hesitate to invest a few thousands where the shrewdest financiers in the land are investing their millions?



### **Works of the Dobbie Foundry and Machine Co.**

Manufacturers of Contractors' Machinery, General Machine and Foundry Work, Heavy Forgings, Tank, Boiler and Structural Work. These works have about 40,000 square feet of floor space and are equipped with modern tools. They have a foundry capacity of 25 tons a day. Branch office and store at 38 Dey Street, New York City.

**INDUSTRIAL NIAGARA FALLS**

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**The United Barium Co.**

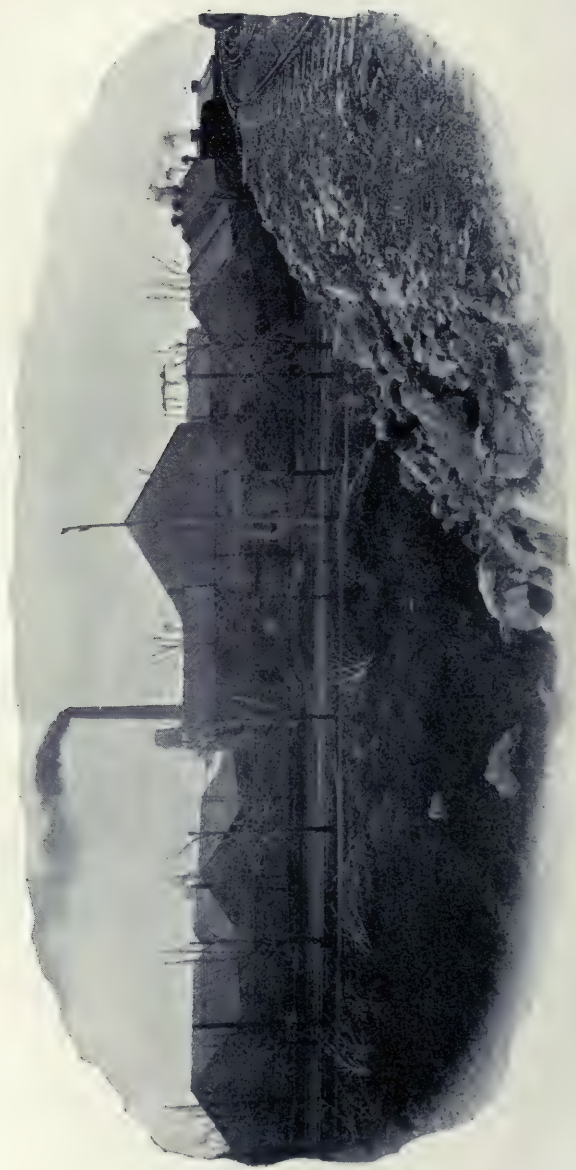
Manufacturers of Barium Compound. Occupying a large factory containing 19,000 square feet of floor space.



**Alloy Smelting Co.**

Makers of Ferro-Chrome and other Alloys.





**The Oldbury Electro-Chemical Co.**  
Manufacturers of Phosphorus.



**The Roberts Chemical Co.**

Manufacturers of chemically pure Hydrochloric Acid and Caustic Potash.



**Charlotte Haeberle**

Planing Mill, Lumber and Timber. This plant covers an area of about five acres.



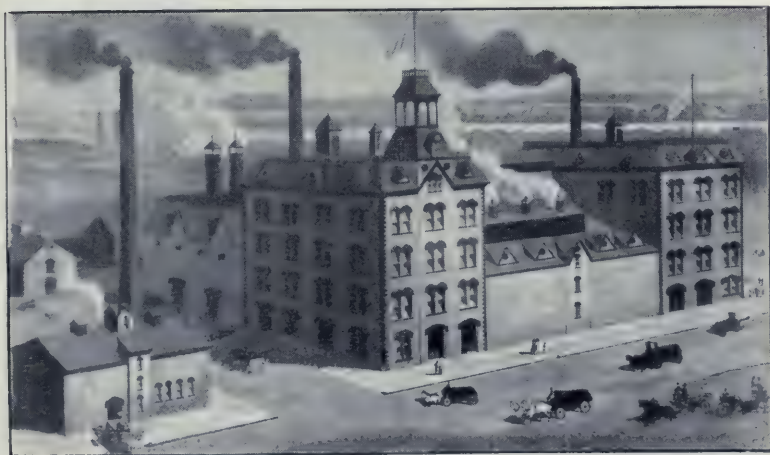
Works of the Niagara Electro Chemical Co.





**Spencer-Wicker Lumber Co.**

All kinds of Lumber and Timber, Mill Work, Etc.



**Niagara Falls Brewing Co.**

Brewers of Lager Beer and Ale.



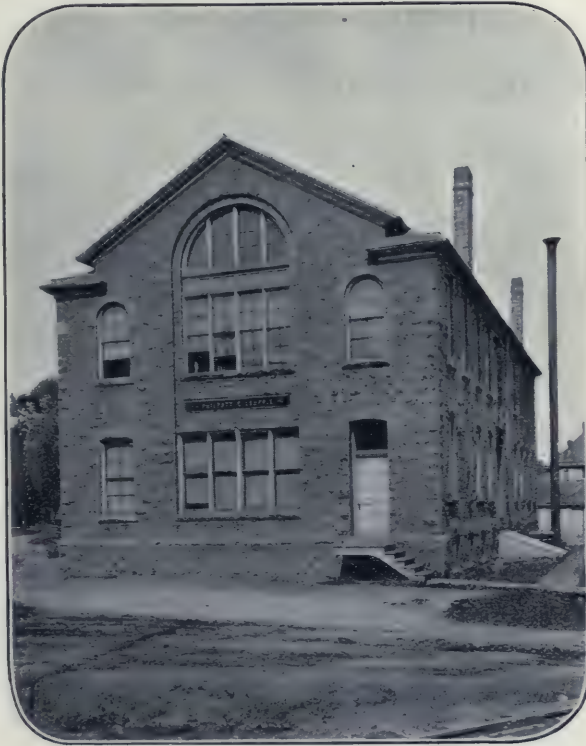
**Cataract Hair Cloth Company**

Manufacturers of best grades of French and Herringbone Hair Cloths. The most complete and up-to-date establishment on this continent.

### Under the Census of 1900

A comparison of the growth of Niagara Falls with other cities shows that it is far ahead in rate of increase. No city in the country equaled Niagara Falls in this respect. This city shows an increase of 253 per cent.—a wonderful showing.

	1890	1900
NIAGARA FALLS.....	5,502	19,457



**Philpott & Leuppie**

Manufacturers of Bookbinders' Wire Stitching Machinery.

### Increase

The following figures show the increase in the bank deposits and post-office receipts:

	1900	1901 Dec. 1st	Increase
Amount of deposits in the four Niagara Falls Banks combined...	\$1,934,815	\$2,754,464.64	\$819,649.64
	1900	1901 Dec. 1st	Increase
Postoffice receipts.....	\$37,009.11	\$49,890.42	\$12,881.31





**Works of the MacPherson Switch and Frog Co.**  
Manufacturers of the MacPherson Safety Switch and other Railway Supplies.



**Doran Bros. & Martin Co.**

Manufacturers of the TRADE MARK D Suspenders, which have become so popular on account of their durability. Every pair being guaranteed.



**Crick Building**



**Niagara Surface Coating Co.**  
Manufacturers of Glazed and Plated Paper and Box Boards.



**J. H. Cook & Co.**  
Lumber, General Mill Work, and Fine Interior Finish. Located on Portage Road and Erie Railway.





**Sugar Street School**

This School is a fair specimen of Niagara Falls many public schools.

### **Summary**

Within easy access of raw material of every kind. With unsurpassed shipping facilities by water, rail and canal. With *more* and *cheaper* power than any other place in the world, what is to prevent Niagara becoming one of the *largest manufacturing cities in the Union*? There are opportunities in the history of all cities for laying the foundations of a competency by a timely investment of a comparatively small sum. Niagara presents that opportunity now.



**Carl Steinbrenner**

Planing Mill, Lumber and Building Materials. This business has been established since 1884. The entire plant occupies 51,250 square feet of ground.



### **International Hotel**

The largest Hotel at Niagara Falls, facing Main and Falls Streets and the Park and Rapids.  
Accommodations for 600 guests.



### **International Theater**

Seating capacity, 1500.





**Corner Sugar and C Streets**

**In Conclusion**

"Water which for years has gone over the Niagara but to rise in music, rainbow and spray, but now by the will of man, and by the means of a great tunnel drops into the wheelpit to rise in fire, light and energy."



**The Prospect House**

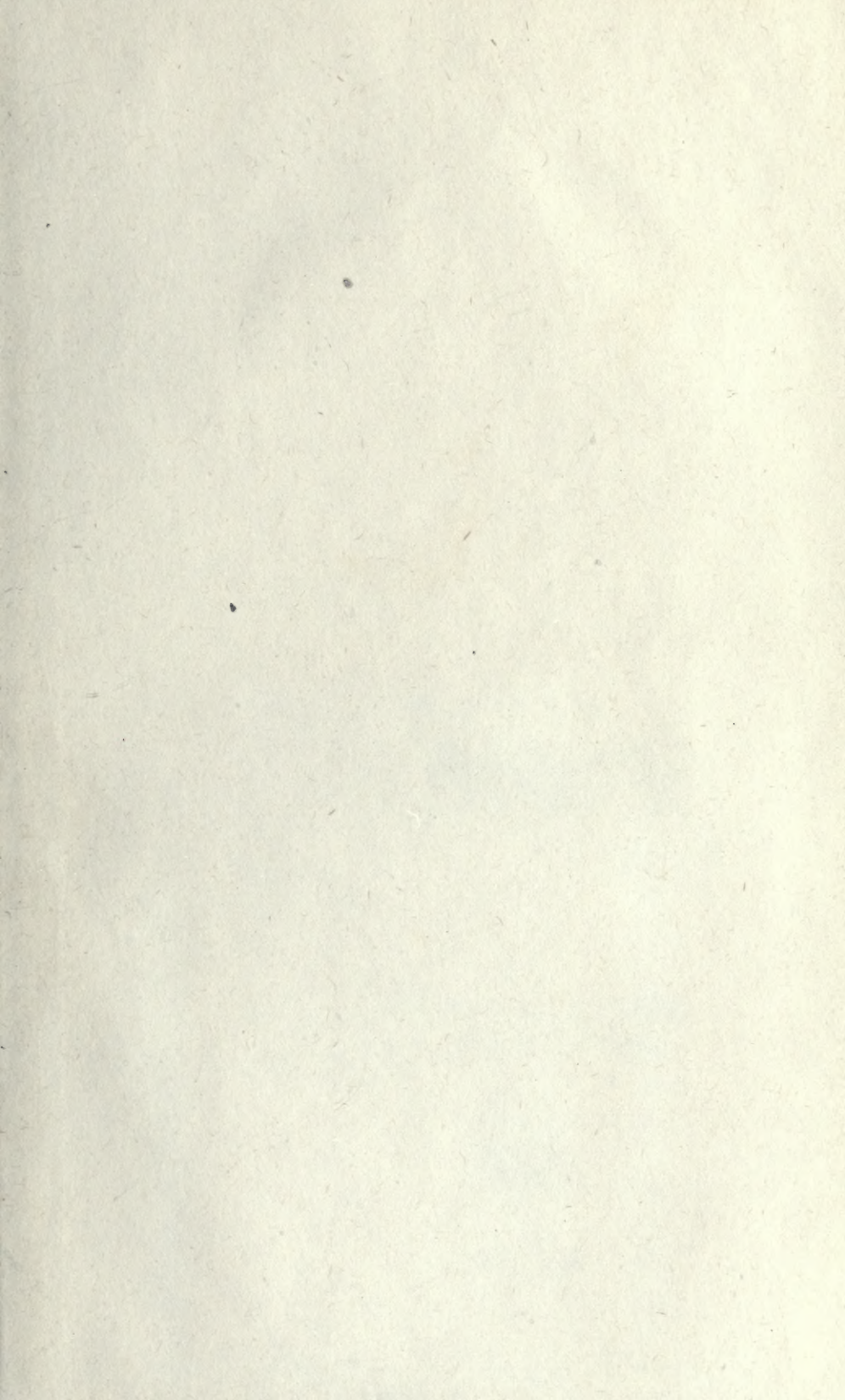
















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